Proposal Excel to XML Conversion

OVERVIEW

This document describes the workflow of generating a proposal XML following the Seller Workflow XML creator.

WORKFLOW

Download a New Template

Always keep the Excel template current by downloading a new template from the Seller Workflow site, every day that you have to make a proposal.

Using an old file and changing the information can lead to file corruption, a common error.

1. Sign into **sellers.mediaocean.com**
2. Click "Create XML".

3. Click "download Excel template".

1. If you haven't already download the Excel template.
2. Copy your proposal to the Excel template and save it.
3. Click the button below to navigate to and open the saved proposal file. The file will be converted to an XML file that you can send to the buyer.

⚠️ Keep a good habit of downloading current Excel templates from sellers.mediaocean.com. Reusing old files and changing their information can lead to corrupted files.

EXCEL TEMPLATE

Proposals Tab

4. The *Proposal* tab can only accept alphanumerical inputs.

	A	B
1	Proposal Name	Test Name
2	Avail List Name	Test Avail List
3	Seller Company	Test Company
4	Seller Name	Test Name
5	Seller Phone	(111) 111-1111
6	Seller Fax	
7	Seller Email	
8	Buyer Name	Test Buyer
9	Buyer Company	Test Company
10	Advertiser Name	Test Advertiser
11	Product Name	Test Product
12	Start Date	10/4/2021
13	End Date	1/9/2022
14	Week Start Day	Monday

   a. The exception is the *Start* and *End Date* rows, because they accept "/" for date entry.
   b. The *Seller Phone* automatically converts its format upon entry of a 10 digit number. Do not use any other characters that are not numerical, such as "." or "-".

5. When you see a red corner on the top right of a cell, hover with your mouse to see a tooltip.

Seller Name	Test Name	
Seller Phone	(111) 111-1111	10 Digits with numbers only
Seller Fax		
Seller Email		For example: 1112223333
Buyer Name	Test Buyer	

6. The *Start Date* must always be a Monday. The *End Date* must always be a Sunday.
   a. As long as your proposal falls between the Monday and Sunday rotation, it will be valid.
   b. If your proposal does not start on a Monday, the *Start Date* in this tab must still be Monday for formatting purposes.
   c. If your proposal does not end on a Sunday, the *End Date* in this tab must still be Sunday for formatting purposes.
   d. The day of the *Start Date* will start Wk 1 in the Avails tab.

7. The *Week Start Date* must always be Monday.

Week Start Day	Monday

   a. If your proposal does not start on a Monday, the *Week Start Day* in this tab must still be Monday for formatting purposes.

8. The demographics section of the *Proposal* tab allows up to 6 demographics.

D	E	F	G	H
Demo Ref	DemoType	Group	Age From	Age To
Target	▼			

   a. This section uses a drop-down format. Please do not manually enter information by typing.

9. Click the dropdown under *DemoType* to select *Ratings* or *Impressions*.

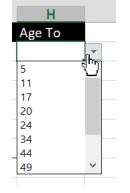| D	E	F
Demo Ref	DemoType	Group
Target		
	Rating	
	Impression	

10. Select the *Group* of the demographic.

11. Choose the *Age From*.

12. Choose the *Age To*.

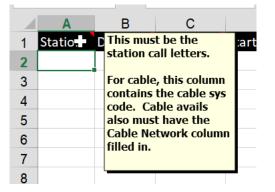13. If you have a 2nd Demo, you can go to the next row and select *Demo 2*.

	D	E	F	G	H
	Demo Ref	DemoType	Group	Age From	Age To
	Target	Rating	Adults	25	54

   a. Go to the next row for Demo 3, and so forth.

Avails Tab

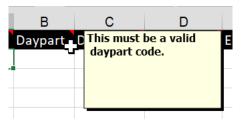Any cell with a red corner at the top right will have a tooltip If the mouse is hovered over it.

Station

14. Agency Buyer reaches out internally to their Security Admin contact to have the call letters set-up. This is a standard one-time process for the agency.
   a. Contact Partners to find out who the Security Admin contact is for agency if buyer does not know: partners@mediaocean.com

15. For local digital video partners, "D" Is added to the end of the stations. (Digital Station YYYY would be YYYYD)
16. Station format has 2 characters as the partner (for example, MO), 2 characters as the market (for example, LA), and D Is added If the station is a local digital partner.
   a. Eg. MOLAD

Daypart

17. Seller dayparts do not transfer over to the buy. However, this is a required entry.
18. "OTT" may be used as a placeholder value.

Days

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19. Days have 3 different formats.

    a. Format #1 uses 1=Mon, 2=Tues, etc.

    b. Format #2 uses M,Tu, etc.

    c. Format #3 uses Mon, Tue, etc.

    d. All three formats are correct. The most common format Is Format #1.

20. While the Proposal tab must have a start day of Monday, the rotation In the Avails tab can start on any day.

21. However, rotations cannot cross broadcast weeks.

    a. A standard broadcast week is Monday - Sunday.

    b. Should a rotation be Wednesday - Tuesday, the avail would have to be broken up.

        i. In this example, one avail line would have to be 34567 for Wednesday - Sunday.

        ii. The second avail line would have to be 12 to include the Monday and Tuesday of this rotation.
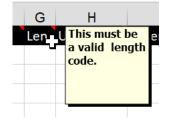
Start Time and End Time

D	E
Start Time	E

Avail Start time must be in standard clock time.

Example:
1P, 1P, 120P, 0130A are all valid start times. Must be suffixed with a capital A or P.

22. Mediaocean supports Nielsen's standard broadcast day times.

23. A full broadcast day starts at 6A and ends at 559A.
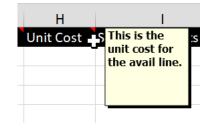
24. Crossing broadcast days will result in error.

    a. For example, to run 12A to 1159P, you would have to split the avail lines to avoid crossing broadcast days.

    b. In this example, one avail line would be 12A to 559A.

    c. Another avail line for this example would be 6A to 1159A.

25. Keep the A or P after the time capitalized.

Length

G	H
Len U	e

This must be a valid length code.

26. Length codes are most commonly in Increments of 15 (15, 30, 45).

Unit Cost

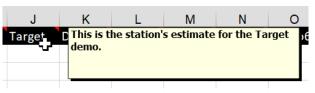| H	I
Unit Cost	S

This is the unit cost for the avail line.

27. *Unit Cost* is the cost for the spot for the week.

28. Unit cost must be at two decimals. Any more will result in error.

Seller Comments

29. Comments will not show up on Buysheet output by Agency.

Target

J	K	L	M	N	O
Target	D				

This is the station's estimate for the Target demo.

30. This is the target of ratings or impressions, depending on what was selected in the demo section in the *Proposal* tab.

31. In order to get raw target demos, this number is multiplied by 1000. For example, a target of 10 will actually be 10,000 raw target impressions/ratings.

32. The number must be rounded to 2 decimals. The buying system supports up to 2 decimal precision for ratings and impressions.

Demo2 - Demo6

33. If using only one Demo, these can be left blank.

34. In order to get raw target demos, this number is multiplied by 1000. For example, a target of 10 will actually be 10,000 raw target impressions/ratings.

35. The number must be rounded to 2 decimals. The buying system supports up to 2 decimal precision for ratings and impressions.

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Start Date

36. This must be within the *Start and End* dates in the *Proposal* tab.
37. The *Start Date* in the *Avails* tab does not need to start on Monday.

End Date

38. This must be within the *Start and End* dates in the Proposal tab.
39. The *End Date* in the *Avails* tab does not need to end on Sunday.
40. This must be at least one day away from the *Start Date*.
41. If the *End Date* and the *Start Date* are the same date, the avail line will not show up In the XML.

Wk1 - Wk17

42. Wk1 starts on the day of *Start Date* in the *Proposal* tab.
    a. For example, the *Start Date* in the *Proposal* tab is 10/04/2021.

    b. Wk 1 would be 10/04/2021 - 10/10/2021.
    c. Wk 2 would be 10/11/2021 - 10/18/2021.
43. Wk1 does not change based on the *Start Date* in the *Avails* tab. It changes based on the *Start Date* in the *Proposal* tab.
44. Wk2 is the second week, or week after the *Start Date* in the *Proposal* tab.
45. Wk1 - Wk17 do not change based on data in the *Avails* tab.

CONVERTING TO XML

46. Sign into **sellers.mediaocean.com**
47. Click "Create XML".
48. Click "Convert File to XML".

Convert a proposal to XML

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2. Copy your proposal to the Excel template and save it.
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Convert file to XML